

8 JAN 1993

For Six Month Period Ending

(Insert date)

Name of Registrant  
NEW ZEALAND MEAT PRODUCERS BOARD

Registration No. 2526

Business Address of Registrant  
1110 N GLEBE ROAD  
SUITE 580  
ARLINGTON VA 22201

I—REGISTRANT

1. Has there been a change in the information previously furnished in connection with the following:

(a) If an individual:

(1) Residence address	Yes <input type="checkbox"/>	No <input type="checkbox"/>
(2) Citizenship	Yes <input type="checkbox"/>	No <input type="checkbox"/>
(3) Occupation	Yes <input type="checkbox"/>	No <input type="checkbox"/>

(b) If an organization:

(1) Name	Yes <input type="checkbox"/>	No <input type="checkbox"/>
(2) Ownership or control	Yes <input type="checkbox"/>	No <input type="checkbox"/>
(3) Branch offices	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>

2. Explain fully all changes, if any, indicated in item 1.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, and 5.

3. Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name

Position

93 FEB -9  
INTERNAL SECURITY  
SECTION  
REGISTRATION UNIT  
Date Connection  
Ended

4. Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?  
 Yes ☐ No ☒

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Citizenship</i>	<i>Position</i>	<i>Date Assumed</i>
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5. Has any person named in Item 4 rendered services directly in furtherance of the interests of any foreign principal?  
 Yes ☐ No ☐

If yes, identify each such person and describe his services.

6. Have any employees or individuals other than officials, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

<i>Name</i>	<i>Position or connection</i>	<i>Date terminated</i>
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7. During this 6 month reporting period, have any persons been hired as employees or in any other capacity by the registrant who rendered services to the registrant directly in furtherance of the interests of any foreign principal in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Position or connection</i>	<i>Date connection began</i>
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## II—FOREIGN PRINCIPAL

(PAGE 3)

8. Has your connection with any foreign principal ended during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

*Name of foreign principal*

*Date of Termination*

9. Have you acquired any new foreign principal<sup>1</sup> during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish following information:

*Name and address of foreign principal*

*Date acquired*

10. In addition to those named in Items 8 and 9, if any, list the foreign principals<sup>1</sup> whom you continued to represent during the 6 month reporting period.

NEW ZEALAND MEAT PRODUCERS BOARD

## III—ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 8, 9, and 10 of this statement? Yes ☒ No ☐

If yes, identify each such foreign principal and describe in full detail your activities and services:

NEW ZEALAND MEAT PRODUCERS BOARD

SEE PAGE 10 ADDITION TO THIS STATEMENT FOR ELABORATION

<sup>1</sup>The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual or organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a)(9)).

A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those foreign principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity<sup>2</sup> as defined below?  
 Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals? Yes ☐ No ☒

If yes, describe fully.

<sup>2</sup> The term "political activities" means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

## IV--FINANCIAL INFORMATION

## 14. (a) RECEIPTS--MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.<sup>3</sup>

<i>Date</i>	<i>From Whom</i>	<i>Purpose</i>	<i>Amount</i>
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SEE PAGE 11 ADDITION TO THIS STATEMENT FOR ELABORATION

Total

## (b) RECEIPTS--THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value<sup>4</sup> other than money from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal? Yes ☐ No ☒

If yes, furnish the following information:

<i>Name of foreign principal</i>	<i>Date received</i>	<i>Description of thing of value</i>	<i>Purpose</i>
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<sup>3</sup>A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. See Rule 201(c).

<sup>4</sup>Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) **DISBURSEMENTS—MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 8, 9 and 10 of this statement?      Yes ☒      No ☐

(2) transmitted monies to any such foreign principal?      Yes ☐      No ☒

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

<i>Date</i>	<i>To Whom</i>	<i>Purpose</i>	<i>Amount</i>
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SEE PAGE 12 ADDITION TO THIS STATEMENT FOR ELABORATION

**Total**

15. (b) **DISBURSEMENTS—THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value<sup>5</sup> other than money in furtherance of or in connection with activities on behalf of any foreign principal named in items 8, 9 and 10 of this statement?

Yes ☐ No ☒

If yes, furnish the following information:

<i>Date disposed</i>	<i>Name of person to whom given</i>	<i>On behalf of what foreign principal</i>	<i>Description of thing of value</i>	<i>Purpose</i>
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(c) **DISBURSEMENTS—POLITICAL CONTRIBUTIONS**

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value<sup>5</sup> in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐ No ☒

If yes, furnish the following information:

<i>Date</i>	<i>Amount or thing of value</i>	<i>Name of political organization</i>	<i>Name of candidate</i>
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**V—POLITICAL PROPAGANDA**

(Section 1(j) of the Act defines "political propaganda" as including any oral, visual, graphic, written, pictorial, or other communication or expression by any person (1) which is reasonably adapted to, or which the person disseminating the same believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, or in any other way influence a recipient or any section of the public within the United States with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party or with reference to the foreign policies of the United States or promote in the United States racial, religious, or social dissensions, or (2) which advocates, advises, instigates, or promotes any racial, social, political, or religious disorder, civil riot, or other conflict involving the use of force or violence in any other American republic or the overthrow of any government or political subdivision of any other American republic by any means involving the use of force or violence.)

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any political propaganda as defined above? Yes ☐ No ☒

**IF YES, RESPOND TO THE REMAINING ITEMS IN THIS SECTION V.**

17. Identify each such foreign principal.

<sup>5</sup>Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating political propaganda? Yes ☐ No ☐

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

NA

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of political propaganda include the use of any of the following:

- ☐ Radio or TV broadcasts    ☐ Magazine or newspaper articles    ☐ Motion picture films    ☐ Letters or telegrams  
☐ Advertising campaigns    ☐ Press releases    ☐ Pamphlets or other publications    ☐ Lectures or speeches

NA

☐ Other (specify)

20. During this 6 month reporting period, did you disseminate or cause to be disseminated political propaganda among any of the following groups:

- ☐ Public Officials    NA    ☐ Newspapers    ☐ Libraries  
☐ Legislators    ☐ Editors    ☐ Educational institutions  
☐ Government agencies    ☐ Civic groups or associations    ☐ Nationality groups  
☐ Other (specify)

21. What language was used in this political propaganda:

☐ English

NA

☐ Other (specify)

22. Did you file with the Registration Section, U.S. Department of Justice, two copies of each item of political propaganda material disseminated or caused to be disseminated during this 6 month reporting period? Yes ☐ No ☐

NA

23. Did you label each item of such political propaganda material with the statement required by Section 4(b) of the Act? Yes ☐ No ☐

NA

24. Did you file with the Registration Section, U.S. Department of Justice, a Dissemination Report for each item of such political propaganda material as required by Rule 401 under the Act? Yes ☐ No ☐

## VI—EXHIBITS AND ATTACHMENTS

### 25. EXHIBITS A AND B

- (a) Have you filed for each of the newly acquired foreign principals in Item 9 the following:

Exhibit A<sup>6</sup>    Yes ☐    No ☐  
 Exhibit B<sup>7</sup>    Yes ☐    No ☐

NA

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes ☐ No ☐

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☐

If no, please attach the required amendment.

<sup>6</sup>The Exhibit A, which is filed on Form CRM-157 (Formerly OBD-67) sets forth the information required to be disclosed concerning each foreign principal.

<sup>7</sup>The Exhibit B, which is filed on Form CRM-155 (Formerly OBD-65) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.



## 26. EXHIBIT C.

If you have previously filed an Exhibit C<sup>8</sup>, state whether any changes therein have occurred during this 6 month reporting period. Yes ☐ No ☐

If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

NA

## 27. SHORT FORM REGISTRATION STATEMENT

Have short form registration statements been filed by all of the persons named in Items 5 and 7 of the supplemental statement? Yes ☐ No ☐

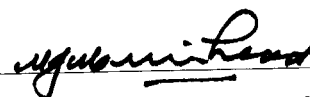
If no, list names of persons who have not filed the required statement.

NA

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this registration statement and the attached exhibits and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in attached Short Form Registration Statement, if any, insofar as such information is not within his (their) personal knowledge.

(Type or print name under each signature)

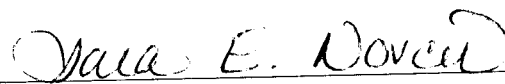
(Both copies of this statement shall be signed and sworn to before a notary public or other person authorized to administer oaths by the agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions who are in the United States, if the registrant is an organization.)



Michael J. Muirhead

Subscribed and sworn to before me at Commonwealth of Virginia, County of Arlington

this 2nd day of February, 19 93



(Signature of notary or other officer)

My Comm. expires April 30, 1994

<sup>8</sup>The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, constitution, and bylaws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, Criminal Division, Internal Security Section, U.S. Department of Justice, Washington, D.C. 20530.)

UNITED STATES DEPARTMENT OF JUSTICE  
REGISTRATION UNIT  
CRIMINAL DIVISION  
WASHINGTON, D.C. 20530

**NOTICE**

Please answer the following questions and return this sheet in triplicate with your supplemental statement:

1. Is your answer to Item 16 of Section V (Political Propaganda - page 7 of Form CRM-154, formerly Form OBD-64 - Supplemental Statement):

Yes \_\_\_\_\_ or No X \_\_\_\_\_

(If your answer to question 1 is "yes" do not answer question 2 of this form.)

2. Do you disseminate any material in connection with your registration:

Yes X \_\_\_\_\_ or No \_\_\_\_\_

(If your answer to question 2 is "yes" please forward for our review copies of all such material including: films, film catalogs, posters, brochures, press releases, etc. which you have disseminated during the past six months.)

Michael J. Muirhead  
Signature

2 Feb. 1993  
Date

Michael J. Muirhead

Please type or print name of  
signatory on the line above

Director Market Services  
Title

RECEIVED  
FEB 10 1993  
CRIMINAL DIVISION  
REGISTRATION UNIT  
INTERNAL SECURITY  
SECTION  
9 FEB - 9 PM 1:05

ATTACHMENT IN ELABORATION OF ITEM 11

THE NEW ZEALAND MEAT PRODUCERS BOARD IS A STATUTORY BOARD OF NEW ZEALAND, WITH A REPRESENTATIVE IN WASHINGTON. IT IS A BOARD REPRESENTING THE MEAT FARMERS OF NEW ZEALAND. I, THE UNDERSIGNED, HAVE BEEN TEMPORARILY SECONDED TO ARLINGTON VA OFFICE TO MANAGE ITS AFFAIRS.

PRIMARY FUNCTIONS ARE AS FOLLOWS:

(A) TO OBSERVE, MONITOR AND REPORT ON THE MEAT MARKET IN NORTH AMERICA. THIS FUNCTION BEING PARTICULARLY RELATED TO IMPORTS OF NEW ZEALAND MEAT INTO THE USA AND CANADA.

VARIOUS MEETINGS WITH WASHINGTON ATTORNEY TO DISCUSS IMPLICATIONS OF MEAT IMPORT LAW, LAMB COUNTERVAILING DUTY.

(B) TO ASSIST TRADE INQUIRIES FOR NEW ZEALAND MEAT.

RESPONDED TO CALLERS SEEKING INFORMATION ON NEW ZEALAND MEAT  
RESPONDED TO QUIRIES REGARDING NZ LAMB IN THE CARIBBEAN

(C) TO LIAISE WITH THE NEW ZEALAND EMBASSY, CONSULATES, AND TRADE COMMISSIONERS, AND OUR ATTORNEY ON ANY DEVELOPMENTS THAT MIGHT AFFECT NEW ZEALAND MEAT.

KEPT INFORMED ON DEVELOPMENTS CONCERNING GATT, NAFTA,  
LABELLING/NUTRITION, MIL,

MET WITH INDUSTRY /GOVERNMENT OFFICIALS RE BEEF AND LAMB TRADE IN CARIBBEAN.

(D) TO ASSIST TRADE AND FARMING VISITORS FROM NEW ZEALAND.

ACCOMPANIED SHIPPING REPRESENTATIVES ON VISITS TO MEXICO.  
ACCOMPANIED BOARD MEMBERS ON VISITS TO NORTH AMERICA

(E) TO LIAISE WITH FARMER BODIES IN THE USA AND CANADA, SUCH AS CATTLE AND SHEEP FARMER ORGANISATIONS; AND ALSO MEAT TRADE ASSOCIATIONS.

ATTENDED CONVENTIONS/MEETINGS WITH AMI, MICA, ASI, NCA, NLS&MB,  
CANADIAN SHEEP FEDERATION, CANADIAN MEAT IMPORTERS

(F) TO PROMOTE THE NEW ZEALAND MEAT INDUSTRY

PLACED ADVERTISEMENTS IN PROCESSING RELATED MAGAZINES.  
DISTRIBUTED A NEWSLETTER PROMOTING NEW ZEALAND MEAT.

RECEIVED  
INTERNAL SECURITY  
SECTION  
REGISTRATION UNIT  
FEB 9 1993  
8:38 PM  
U.S. CUSTOMS  
AND BORDER  
PROTECTION  
WASHINGTON, DC

LAURIE BRYANT

## SUPPLEMENTAL STATEMENT IN ELABORATION OF ITEM 14A

PERIOD ENDING JANUARY 1993

RECEIPTS

MONTH	FROM WHOM / REIMBURSEMENT/PURPOSE	\$ AMOUNT
JULY	NEW ZEALAND REMITTANCE	95,000.00
AUG	AUGUST REMITTANCE	85,000.00
	MJM REIMBURSEMENT/PHONE	14.92
	MJM " "	15.92
	MJM " "	15.92
SEP	NZ SEPTEMBER REMITTANCE	60,000.00
	BEEF PROMOTION & RESEARCH BOARD/TRAVEL REIM	120.02
	PROFESSIONAL PROPERTY MANAGEMENT/RENT SECURITY REIM	2,420.00
	MICHAEL MUIRHEAD/PHONE REIMBURSEMENT	15.92
	NATIONAL LAMB FEEDERS ASSOCIATION/TRAVEL REIM	796.78
	LAURIE BRYANT/CABLE REIMBURSEMENT	9.90
OCT	OCTOBER NZ REMITTANCE	75,000.00
	MEDIA GENERAL CABLE/REFUND	46.85
	MJM/CABLE REIMBURSEMENT	15.92
	CITY FALLS CHURCH/WATER REIMBURSEMENT	2.68
NOV	NOVEMBER NZ REMITTANCE	75,000.00
	MJM/PHONE REIMBURSEMENT	15.92
	EXECUTIVE SUITE TRAVEL/REIMBURSEMENT PRETICKET CHG	50.00
DEC	DECEMBER NZ REMITTANCE	75,000.00
	LIB REIMBURSEMENT NZ TKT	1,693.00
	LIB REIMBURSEMENT CABLE	33.85
	MJM TRAVEL REIMBURSEMENT	53.75
	MJM PHONE REIMBURSEMENT	15.92
	EX SUITE TRAVEL/PRE TICKET REIMBURSEMENT	25.00
	TOTAL	470,362.27

## SUPPLEMENTAL STATEMENT IN ELABORATION OF ITEM 15A

6 MONTH PERIOD ENDING JANUARY 8 1993

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EXPENSES

PERSONNEL	\$ 158,847
COMMUNICATIONS (TELE, TELEX FAX, POSTAGE COPYING, OFFICE SUPPLIES, PRINTING, SUBSCRIPTIONS, MEMBERSHIPS, PUBLICATIONS, (TRAVEL \$39,807)	44,782
MOTOR VEHICLE	8,757
PROPERTY (OFFICE)	20,932
FEES - BRONZ & FARRELL WASH DC WILBERS SILBERT & ASOCIADOS MEXICAN LAMB SURVEY	50,306
DATA PROCESSING	179
PROMOTION (S LAIRD JENKINS CORP-ARL VA)	95,592
CAPITAL EXPENSE	8,344
ENTERTAINMENT	3,073
TOTAL	\$ 390,812

## SUPPLEMENTAL STATEMENT IN ELABORATION OF ITEM 15A

6 MONTH PERIOD ENDING JANUARY 8 1993

TRAVELLAURIE BRYANT

JULY SAN ANGELO, TX - SHEEP INDUSTRY LEADERSHIP SCHOOL (REIMBURSED)

AUG CALGARY - CCA CONFERENCE  
NLS&MB CONFERENCE

OCT ORLANDO - MICA CONFERENCE  
TORONTO, CHICAGO, DENVER - INDUSTRY/ASSOCIATION VISITS WITH BOARD MEMBER

NOV BARBADOS, PORT OF SPAIN, CARACAS - IMPORTER AND GOVERNMENT OFFICIALS  
RE NZ LAMB AND BEEF TRADE  
SASKATOON - CANADIAN COMPETITIVE CONFERENCE  
WELLINGTON NEW ZEALAND - HOME TRIP FOR LAURIE BRYANT  
WELLINGTON NEW ZEALAND - HOME TRIP FOR ROBYN BRYANT (WIFE)

DEC TAMPA - BEEF BOARD MEETING (REIMBURSED)

MICHAEL MUIRHEAD

JULY CHICAGO - NZ FOOD & BEVERAGE MEETING  
CHICAGO - NRA CONVENTION  
MANZANILLO MEXICO - SHIPPING MEETINGS

AUG ST GEORGE UTAH - WEST. STATES REST. SHOW CHEF  
NEW YORK - MICA MEETING  
SAN FRANCISCO - WESTERN RESTAURANT SHOW  
HONOLULU - WENDY'S PRESENTATION

OCT ORLANDO - MICA CONVENTION  
JACKSONVILLE, MIAMI, NEW YORK, - INDUSTRY MEETINGS WITH BOARD MEMBER  
TORONTO - INDUSTRY MEETINGS WITH BOARD MEMBER  
SAN FRANCISCO - MEETINGS WITH INDUSTRY MEETINGS WITH WITH BOARD MEMBER

NOV GUADALAJARA, ACAPULCO, MEXICO CITY, VERACRUZ - BEEF STUDY

DEC BOCA RATON - MICA MEETING

TOTAL \$ 39,807



FALL 1992

# AND



# NEW ZEALAND SETS THE STANDARD IN MEAT CERTIFICATION PRACTICES



Dr. Andrew McKenzie

New Zealand's mild climate, fertile soils, and relative freedom from animal diseases and industrial pollution contribute to its efficient production of safe, wholesome meat. But these natural advantages are not taken for granted in the meat industry. Underpinning them is a complete quality assurance system administered by the Ministry of

Agriculture and Fisheries (MAF).

MAF is an integral but wholly independent part of the New Zealand meat industry. Its range of tasks extends from negotiating the standard required by importing countries, to the final certification of products confirming those standards have been met. The Ministry is involved in every step of the meat production process.

"All premises in which animals are slaughtered are licensed by MAF. All production in those premises is supervised by MAF veterinarians, and MAF inspectors examine every animal slaughtered," Dr. Andrew McKenzie, MAF Chief Meat Veterinary Officer, said.

Any materials, chemicals, and processes used in meat production must have MAF

approval, and animal remedies and pesticides must be licensed by Boards administered by the Ministry. An extensive surveillance program assures that meat affected by residues of agricultural chemicals, pesticides or other contaminants does not enter the food chain.

"This involvement throughout the industry ensures that every ounce of lamb, mutton, beef, and veal exported from New Zealand is produced to the high standards expected by consumers in importing countries. People who buy New Zealand meat do so with the assurance it is wholesome and presents no risk to their health or to the livestock in their respective countries," Dr. McKenzie said.

New Zealand is a world leader in research into meat inspection procedures and the

development of risk assessment and hazard analysis critical control point (HACCP) methodology in meat inspection. New Zealand chairs the Codex Committee on Meat Hygiene, which is presently revising the codes of practice for meat hygiene, as well as meat inspection procedures and judgments. When finalized, these will set up-to-date standards for world trade in meat.

Because approximately 60% of New Zealand's export earnings derive from farm products, the country's insistence on protecting products from pests, diseases, and contaminants that might be accepted as inevitable elsewhere is both laudable and sensible. As Dr. McKenzie says, "New Zealand's agricultural future and economy depend on it." □

## 3500 POTENTIAL CUSTOMERS SAMPLE NEW ZEALAND LAMB AT WESTERN STATES RESTAURANT ASSOCIATION SHOW

In conjunction with two major New Zealand lamb importers, Pilot Trading of Lake Tahoe and the New Zealand Lamb Company of New York, the New Zealand Meat Producers Board exhibited and sampled lamb specialties at the recent Western States Restaurant Association Trade Show in San Francisco.

Held in the huge Moscone Center, the show attracted well over 70,000 visitors from all sectors of the hospitality trade. While not all of these visitors sampled our lamb, at times it felt as though they did, with so many people lining up anxious for a taste.

Our stand demonstrated the versatility of lamb with sam-

plings of economical curry, sweet and sour stir fry, kebabs, grilled loin chops, and delicious marinated leg steaks prepared barbecue-style.

Interesting and appetizing aromas from our specialties waited around the hall, drawing thousands to our booth to taste the "real thing," cooked Kiwi style. Many of the visitors remarked, "We overheard how good your lamb was from others and came to try some for ourselves," then gave the lamb rave reviews.

This year, for the first time, we had a New Zealand chef (who hosts a U.S. television cooking show) preparing the samples and discussing recipes with other chefs and restaurant operators



— a popular attraction.

Another bit of excitement, though a completely unintentional one, was a minor fire in the electric barbecue, caused by olive oil from the steak marinade that had collected in the bottom of the grill and ignited. Our successful efforts to douse the flames before the overhead sprinklers drenched the whole hall certainly got the crowd's

attention! Fortunately, no harm was done.

The show gave us plenty of food for thought — despite the perception that "Yanks" do not like lamb, the 3500 who sampled our squares without exception said, "Lamb, it's my favorite meat." Many also asked, "Why is New Zealand lamb the best?" That was a question we easily were able to answer! □



## VISIT TO NEW ZEALAND



By Dale L. Huffman,  
PhD, Professor of Meat  
Science, Department of  
Animal and Dairy  
Sciences, Auburn  
University, Alabama

While my first contact with New Zealand dates back more than thirty years to my days at graduate school, I was able to get a firsthand look at the country recently as a result of an invitation from Michael Muirhead to speak at the 1991 convention of the New Zealand Meat Industry Association in Queenstown.

My stay began in Wellington, where I participated in the first of four seminars scheduled for my trip. I was pleased to get my feet wet with such an enthusiastic group of approximately thirty representatives of the livestock and meat industry. My stay in Wellington was warm and friendly — just the right mix of technical discussion and fellowship.

From Wellington, I took the ferry across to Picton, then drove toward Queenstown. I was a bit apprehensive about driving on the left side of the road. The drive was very picturesque. I stopped and took pictures of the pristine beaches and domestic deer, and enjoyed stopping for tea or a glass of beer and a visit with the local people. Thanks to some folks at a pub near Kaikoura, I got a chance to see elephant seals lying on the rocks of nearby jetties.

Christchurch is a bustling town, with a modern McDonald's and an excellent motel. I had hopes that this McDonald's might offer the McLean Deluxe

sandwich that our Auburn University group had pioneered, but no such luck!

I was escorted to the beautiful campus of Lincoln University for a tour, and had an opportunity to see some of the equipment Dr. Mark Young is putting in place for studies on body composition. The campus was in full flower and reminded me very much of Auburn, Alabama in springtime. At the seminar, I appreciated the keen interest in our work with low-fat ground beef.

From Christchurch, I drove west across Canterbury Plain and saw marvelous fields of grazing cattle, sheep, and deer. As the afternoon progressed, the snow-capped peaks came into view. This night found me at the Hermitage Inn at Mount Cook — a real treat.

I then drove back to Twizel, and on to Arrowtown and Queenstown. The setting for the convention was spectacular. We enjoyed a trip on the Dart River Jetboat, the air crisp, cold, and exhilarating.

Perhaps the high point of the entire trip was the opportunity to meet with MIA delegates during the conference. Many problems we face in the U.S. meat and livestock industry are the same in New Zealand, with the major difference that we have consumers close at hand. I came away with renewed resolve to improve marketing of lean beef, to look at the beef carcass as raw material, and focus more on several muscles and muscle groups that are underutilized.

An excellent tour of MIRINZ and a local packing plant helped me realize that New Zealand has a rare treasure in the MIRINZ facility. There is no comparable facility in the U.S. that is totally dedicated to problem solving for the meat and livestock industry.

My final evening in Auckland was spent with a small group of packers and a member of the press. In terms of knowledge of the meat and livestock industry, I took away far more than I left. I look forward to returning! □

## EAT MEAT TO YOUR HEART'S CONTENT

Recent studies have found that anyone who thinks meat is unhealthy has gotten a bum steer.

Apparently, the many supposed "vices" of meat — such as heart disease, high blood pressure, cancer — actually are the result of fat. By selecting lean cuts of meat and cooking it properly, consumers can avoid these health hazards and benefit from meat's unique nutritional value.

Lean meat, for example, contains no more fat than a slice of lightly buttered bread. Yet it contains protein, minerals, and vitamins that are essential for

strength and good health. In fact, many athletes who previously became vegetarians for the sake of good health are now including lean meat once again in their diets. They have discovered that the iron and protein found in meat are valuable for endurance.

The first step is to choose meats that are naturally lean, and to understand more about the effects of fat.

The valuable nutrients are found in muscle tissue, which contains the protein, minerals and vitamins.

The muscle is a very concentrated form of good quality protein and is a rich source of

easily available iron and zinc and many other nutritionally important minerals. It supplies most of the B vitamins and is an especially useful source of vitamin B12, which you get only from foods from animals.

Also, eating meat helps your body to absorb minerals from vegetables and cereals you eat at the same meal.

There are two kinds of fat contained in meat. Structural fat is the fat that can't be seen. It is found in small quantities amid the muscle. The good news is that this structural fat is prima-



riarily polyunsaturated fat, and also contains monounsaturated fats and omega-3 fatty acids which contribute to good health.

The other kind of fat is storage fat, appearing quite obviously as white bands or lumps. This is the fat that is unhealthy, but fortunately it can be easily trimmed before cooking.

By choosing naturally lean meat, consumers can enjoy all the benefits of "positive" structural fat, and discard the small amount of "negative" storage fat with a sharp knife.

Once the excess fat is eliminated, the meat should be cooked by a low-fat method.

But does meat that is good for you taste good? Yes! The structural fat included in lean meat contributes the delicious flavor we associate with meat, without detracting from its healthfulness. □

## MESSAGE FROM THE DIRECTORS

A sharp drop in the beef kill during July and August, although a normal seasonal decline, has apparently fueled speculation that New Zealand will not fill the 1992 restraint tonnage imposed by the United States. This speculation is a serious misrepresentation of the New Zealand situation.

In fact, New Zealand, having already entered 87% of the volume we have so far been allocated for the year, is much closer to filling its allocation than is Australia. (As of the middle of September, Australia had entered about 79%.) We say "allocated so far" because Central American supplies to date have been much lower than expected. A shortfall from this region could well occur, and be available for reallocation to New Zealand and Australia.

It is true that the New Zealand adult cattle kill during the 1991/1992 season has been lower than expected. However, the lower kill was almost entirely offset by a sharp increase in average carcass weights, which has meant that we have produced more beef per animal killed. Consequently, total beef available for export is in line with previous estimates.

As we have commented before, the lack of sufficient information from US Customs means that no one knows how much of the beef that has already been shipped from New Zealand has actually been officially recorded as entered. This makes it very difficult to determine the time when the restraint tonnage will be reached. However, there is no doubt that New Zealand beef will be forced into bond in 1992.

The inspection problems that arose in recent months in the Mexican market appear to have largely been resolved. However, it is essential that product sampling and testing take place at the port to avoid unreasonable delays in product

movement while inspection is being carried out.

A Mexican official recently visited New Zealand and carried out the required plant inspections. While his report is not yet available, we have little doubt that our plants will pass muster as they are arguably the best in the world in terms of construction and hygiene, having to meet



**Michael Muirhead**



**Laurie Bryant**

the extremely exacting requirements of both the US and the European Community.

The shipping companies have met the challenge of the ban on the transshipment of meat through the US-Mexico land border, and both direct and transshipment services to Mexican ports are now available. The remarkable growth in the Mexican economy will be promoted further by the North American Free Trade Agreement and bodes well for the continued development of this market for New Zealand meat. □

## NZ MEAT PRODUCERS BOARD IMPLEMENTS \$30 MILLION/3-YEAR COMMITMENT TO RESEARCH

In October 1990, the Meat and Research Development Council (MRDC), established and funded by the New Zealand Meat Producers Board, began its mission of shaping long-term strategies for managing and guiding New Zealand meat industry research and development.

Research to keep the New Zealand industry in the forefront of technology and farming sciences has long been recognized as essential by producers who export meat to more than 90 countries. New Zealand needs constant investment in research and development to sustain its lead over competitors. It must maintain a sound production base with economically viable farms, processing plants, and support services steered by livestock farming research.

To help meet these goals, the Board endowed the Council with an annual budget of \$10 million for its first three years. Money for research projects is awarded competitively and contracts incorporate performance targets to measure progress.

The MRDC coordinates research to a greater extent than was previously possible, relating research to benefits that can be applied specifically to the meat livestock sector. This gives farmers the opportunity to influence and control projects the MRDC commissions and oversees.

The MRDC's director is Dr. Alan Royal, former director of the New Zealand Ministry of Agriculture Meat Division, Chief Veterinary Officer, and a director of the Wallaceville Research Centre. □

### Menu Ideas

#### New Zealand Fillet Steaks Stuffed with Blue Cheese

##### Serves 6

6 well-trimmed fillet steaks  
2 oz. butter  
2 oz. blue cheese  
black pepper

a little oil  
2 tablespoons chopped parsley  
another 1 oz. butter, melted  
1 tablespoon Worcestershire sauce

Put a pocket in the side of each steak. Cream the butter and cheese with parsley and stuff the steaks with this mixture. Pepper the steaks, brush with oil and place under a hot grill. Mix the extra melted butter with the Worcestershire sauce and baste the steaks while they are grilling for about four minutes each side.

#### New Zealand Meat Producers Board

The Board's prime role is to assist in the development of export meat markets and to maximize returns to the producers and New Zealand. An office is maintained in the Washington D.C. metro area which assists the trade with information about the New Zealand meat industry. "Meat New Zealand" is available free of charge from:

New Zealand Meat Producers Board  
1110 N. Glebe Rd. Suite 580  
Arlington, VA 22201  
Tel: 703/243-1295  
Fax: 703/243-1497



#### Other publications available at no charge are:

- List of New Zealand Meat Exporters
- List of North American Meat Importers
- Lamb and Beef Nutritional Information
- Meat Specification Trade Guide